

WESLEYAN

M A G A Z I N E

Volume XXII, Number 2

Fall, 1992



*Only Her Shadow Knows.
Story on page 17.*

EDITOR'S NOTE

This magazine marks the first time for a section entitled "Letters."

It's an important section for us, because the letters we receive from you let us know that you're reading the magazine, that you're responding to it, and that you are concerned enough about Wesleyan to be actively involved. They remind us that we don't operate in a vacuum, and that a magazine is a means of communication that depends as much upon the reader as upon the writers.

In a sense, this whole issue of the magazine is about reaching larger audiences... reaching our students with the message that successful alumnae are in the workplace willing to share their professions and their lives... reaching the media and the general public with the message that Wesleyan is a quality liberal arts institution for women, concerned about and committed to women's issues.

So... write to us. Critique us, criticize us, compliment us... even insult us, but let us know what you think.

We're waiting to hear from you.

Nancy Spitler, Editor
Wesleyan Magazine

WESLEYAN

MAGAZINE

Volume XXII, Number 2

Fall, 1992

C O N T E N T S

EDITOR

Nancy M. Spitler

ASSISTANT EDITOR

Matt Montgomery

CONTRIBUTING WRITER

Faye Goolrick

PHOTOGRAPHY CREDITS

Sandy Geis, pages 9-15

Ken Krakow: cover, pages 1-8,
16-24

Wesleyan Magazine (USPS 674-660) is published twice yearly by Wesleyan College Office of Public Relations and Publications, 4760 Forsyth Road, Macon, Georgia 31297. Contents may be reprinted with the permission of the editor.

Wesleyan Magazine has been printed on recycled paper.

F E A T U R E S

9



VIEW FROM THE BIG APPLE: Four members of the class of 1975 land in the New York area... with four very diverse occupations.

ONLY HER SHADOW KNOWS: Alumnae Mentoring Project provides role models for students to "shadow."



16

21



GOING BEHIND THE SCENES OF BARBIEGATE: One small doll, a careless comment, and some very big issues.

D E P A R T M E N T S

LETTERS.....2

CAMPUS NOTES3

✎ Theatre News

✎ Glee Club Name and Director Change

✎ Renovation of Banks Hall

✎ Language Lab Dedicated

✎ Literacy Program Chosen as Model

✎ Transforming Knowledge

✎ Campus Life Takes a New Turn

✎ Annual Teaching Awards Presented

✎ Athletics Program Pursues NCAA Status

✎ Students Establish Equestrian Scholarship

✎ A Gift to Bradley House

✎ From Frankenstein to Fairy Tales

✎ Woodrow Wilson Fellow on Campus

✎ Annual Entrepreneurship Seminar

CALENDAR OF EVENTS.....24

LETTERS

Editor's Note:

This is the first appearance of "Letters" in the Wesleyan Magazine, and I hope it is not the last. We value your comments, and hope that you will continue to let us know your thoughts and reactions to the articles we run in the magazine.

Dear Editor,

I congratulate you on the latest issue of *The Wesleyan Magazine*. The articles are interesting and timely. The news items, including information about important grants, affirm that Wesleyan today is a lively place, maintaining its commitment to being a college for women. The item about Freda Kaplan stirs memories of her and of many faculty and staff of years ago.

These are difficult days for all colleges – especially private ones. That makes the up-beat message of your magazine all the more important.

My interest in Wesleyan stems back to 1920 when my father became President of Wesleyan. Our first years were at the "old" campus in town. I saw the coming to reality of my father's dream of a new and more adequate campus. We walked over that beautiful tract of land before any building was started. Then we watched the progress of the taking shape of the new buildings, sometimes slogging through mud. It was an exciting time.

Though only seven years old when we joined the Wesleyan family, I was eighteen when my father left – old enough to have an eye for some of those attractive Wesleyan freshmen.

As you can see Wesleyan has long been important to me, and I rejoice in its continued progress. I commend Bob Ackerman on the leadership he is giving. His qualities of mind and spirit and his devotion to Wesleyan remind me of my father.

*William F. Quillian, Jr.
Lynchburg Virginia*

Dear Editor,

As an active American Association of University Women member and Branch president, I was thrilled to receive the latest edition of *Wesleyan Magazine* and see recognition of our organization's study "How Schools Shortchange Girls." Our association has worked hard to bring this study and its findings to the attention of the public, and I was excited to learn what my alma mater is doing to promote girls' exploration of math and science.

I am a Wesleyan alumna, class of 1970, and feel that the opportunities I had in Wesleyan's all-female classes prepared me better for today's world than my counterparts who attended coeducational institutions. Because of the leadership skills I learned in college and the chances I had to excel in whatever areas I wanted to, today I am a leader in my own community and in my profession. Along with my involvement in AAUW, I am the only female elected officer in our local Kiwanis Club, one of two females on the Rock Hill Chamber of Commerce Board of Directors, and served as only the third female chairman in the history of our community's annual ten-day spring festival.

Hopefully, the AAUW study will bring to the attention of more professionals what Wesleyan has known all along – young women can achieve in all areas when given the chance and encouragement to learn.

*Cordially,
Ann Scott Terry '70
Rock Hill, SC*

NEW THEATRE PROFESSOR BRINGS FRESH NEW IDEAS TO THE STAGE AND THE AUDIENCE

With the 1992-1993 academic year, the Wesleyan Theatre Department is taking on a new identity, new space, a new role within the college's curriculum, as well as new student talent and a new director of theatre.

Wesleyan's new assistant professor and director of theatre is Julia Matthews, who received her B.F.A. in Acting at the North Carolina School of the Arts and worked as an actor and singer in the Southeast and in the Chicago area, where her repertoire ranged from medieval pageants to children's theatre. She says her first love, though, is the drama of Shakespeare and the Renaissance, the subject of her graduate studies. Matthews received her M.Phil. from the University of St. Andrews in Scotland, and recently completed her Ph.D. at the University of Warwick in England.

Matthews is excited about the new mission of the Theatre Department, which she views as "the meeting point for the liberal arts." She continues, "The Wesleyan Theatre can provide a vital function for the college community by bringing the different disciplines together in a shared experience. A new Discussion Panel program intends to follow up one performance of each production with an invitation to the audience to remain and talk over the ideas that the play has provoked." The discussion is open to the public and a diverse group of college and community participants haven taken part in the groups for the first two productions.

Although Wesleyan no longer offers a major in theatre, the department promises to be a vibrant center for college life,



with a healthy mix of periods and styles in this theatrical season. Moliere's sparkling classic comedy, *The Learned Ladies*, kicked off the season October 1-3 with a cast of students, faculty, staff, and community actors. One performance of the play was followed by a discussion of women and education.

Next was *Extremities*, a disturbing contemporary drama by William Mastrosimone about three women's responses to a violent society; it ran November 5-7 and featured Equity actor Eric Cadora. The Discussion Panel for *Extremities* was about violence and the appropriate response, and was led by assistant professor of psychology Helen Hollis, assistant district attorney Kim Shumate, Wesleyan junior Dora Ward, and a representative of the Bibb County Crisis Line. Over eighty community members and students

participated.

February's production, the musical *Quilters*, is a celebration of women's experiences in the settling of the American West; this collaboration with the Music Department will be performed February 11-13. On April 22-24, student directors will take the stage with *An Evening of One-Act Plays*.

Plans are underway to create a new theatre space on the Wesleyan campus. The college intends to convert the Recital Hall in the bottom floor of the Porter Fine Arts Building into a "black box" studio theatre, a simple flexible space for more intimate productions. Thanks to a grant from the Grassmann Trust, preparations for the conversion have begun; Technical Director Michael McKinney is coordinating plans and proposals while fundraising efforts continue.

Extremities, a
disturbing
contemporary
drama by William
Mastrosimone,
featured student
actor Lisa
Rodriguez and
Equity actor Eric
Cadora.

WESLEYAN GLEE CLUB GETS NEW NAME, NEW DIRECTOR

After many years of distinguished and dedicated service as the director of the Glee Club, professor of music Sylvia Ross has turned the ensemble over to the direction of Laura Rushing-Raynes, Wesleyan's new assistant professor of music in voice.

Under its new director, the Glee Club will assume a new identity as it changes its name to the Wesleyan Concert Choir. And according to Rushing-Raynes, the choir is off to a great start. "The Concert Choir is showing great potential this year. They show a wonderful willingness to extend themselves musically and personally in the pursuit of choral excellence."

The new director explained that "choral excellence" is a concept that can be defined in many ways. "On a liberal arts campus," she said, "it must be defined not only in musical terms, but also in terms of what it can do to encourage the intellectual and personal development of the individual student. In the Wesleyan Concert Choir, students are challenged to expand their musical, intellectual, and

personal abilities, both individually and cooperatively. The musical and vocal challenges in a wide variety of fine choral repertoire are intended to encourage the development of leadership, self-discipline, self-expression, and creative intellectual ability."

WESLEYAN CELEBRATES RENOVATION OF BANKS RESIDENCE HALL

On October 15, 1992, the college dedicated the recently renovated Banks Residence Hall. Funded by grants totalling \$900,000 from the Bradley-Turner Foundation, the Callaway Foundation, and the Lettie Pate Evans Foundation, the renovation was completed in time for students to move in this fall. The dedication ceremony included remarks by Wesleyan President Robert K. Ackerman and Banks Hall Resident Advisor Lee Twombly followed by a prayer and dedication by Wesleyan's Chaplain, Gene Bates. The ribbon was cut by Wesleyan Trustee Lovick P. Corn, representing the Bradley-Turner Foundation.

Banks Hall, which was built in 1929,

was named for William Nathaniel and Mary Evelyn Wright Banks. The building was closed in 1980 due to declining enrollment, and has been used for storage since then. For the past ten years enrollment has been steadily increasing, and the projected enrollment figures for the 1994-95 school year predict a 14 percent increase in enrollment from the 1990-91 year. The previous residence hall space could not accommodate this growth, so plans were made to begin renovation on Banks Hall. This extensive renovation included mechanical and electrical work, a sprinkler system, plumbing, and a heating and cooling system. The hall is now being occupied and further plans for a recital hall to be built on the first floor are under way.

ELSIE LOWDEN MAXWELL HAMBRIGHT LANGUAGE LAB DEDICATED



Elsie Ann Maxwell funded the Language Lab in honor of her mother, Elsie Lowden Maxwell Hambricht '34.

The Elsie Lowden Maxwell Hambricht Language Lab was also dedicated on October 15. Located on the first floor of Willet Memorial Library, the lab was funded by Elsie Ann Maxwell in honor of her mother, Elsie Lowden Maxwell

*Banks Residence
Hall has been
renovated and
reopened after ten
years due to rising
enrollment.*



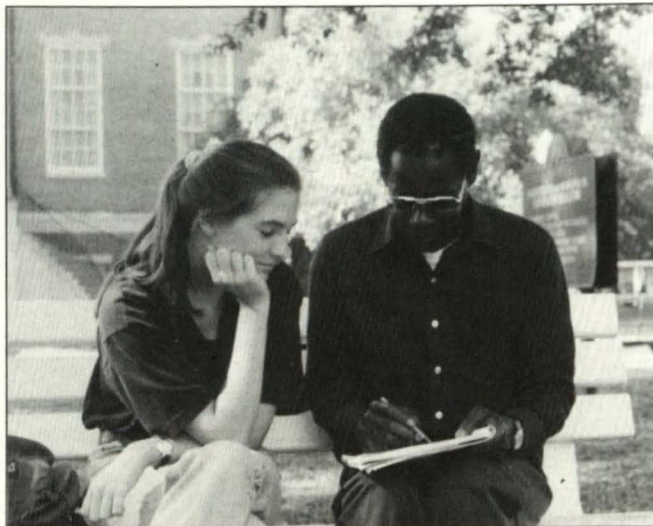
Hambright, a 1934 Wesleyan alumna. The lab will be used to enhance the teaching of modern foreign language at the college. The dedication included remarks by President Ackerman and a prayer by William Hurdle, Executive Director of the Georgia United Methodist Commission on Higher Education and Campus Ministry.

LITERACY PROGRAM CHOSEN AS MODEL

Wesleyan's Student Literacy Corps (SLC) program was recently selected to be included in a nationwide case study of Student Literacy programs. Wesleyan is one of twenty schools selected to help Policy Studies Associates, Inc. conduct an in-depth review of the national SLC program. The purpose of this project is to describe the national SLC program, identify promising practices, and determine ways to better design future student service initiatives. The study will include reviews of the program's literature, project directors, student tutors, and case studies.

COLLEGE EXPLORES TRANSFORMING KNOWLEDGE

A new series of convocations began this fall on campus that will explore the way in which the new scholarship on women has transformed knowledge in the various academic disciplines in the last decade. As part of the "Transforming Knowledge" series, a group of scholars has been invited to speak at convocations during the 1992-1993 academic year to look at how this new scholarship has affected fields such as literature, history, biology, psychology, political science, law, and religion. After the convocations, the speakers have eaten lunch with the first-



year honors students, then taken part in discussions with faculty and Methodist clergy.

Jean O'Barr, Director of Women's Studies at Duke University, was the first speaker in the series; others include Rebecca Parker, President of the Starr King School for the Ministry; Kay Deaux, Professor of Psychology at the City University of New York Graduate Center; and Sue Rosser, Director of Women's Studies and Associate Professor of Family and Preventive Medicine at the University of South Carolina.

CAMPUS LIFE TAKES A NEW TURN

This fall Wesleyan has added several new staff members to the area once known as "Student Services." Joining Jan Phillips, director of student activities and housing, are Eva Rosenn, assistant dean; Lizette Bartholdi, director of career counseling and placement; Polly McMahon, director of counseling; and Gene Bates, chaplain.

According to Dean Carole Brown, these new staff members are part of the process begun last year of "tearing down the artificial division between 'academic

affairs' and 'student affairs' that exists on most college campuses. Our goal was then – and is now – to create a seamless curriculum, a campus environment that is intellectually vital and coherent throughout, where the learning that takes place outside of class connects with and reinforces the learning that takes place in class."

Eva Rosenn is the key person behind this effort. She will be responsible for working with the student senate, the activities program, and overseeing the student life area as well as teaching a class each year.

Rosenn, who earned her B.A. in English at Amherst College, has a Ph.D. in comparative medieval literature from Columbia University. Before coming to Wesleyan she taught Logic and Rhetoric at Columbia College and English at the Rhodes Academy. Rosenn's other scholarly interests include feminist criticism and theory, poetry, and British-American modernism.

Lizette Bartholdi is the newly appointed director of career counseling and placement. Bartholdi moved to Macon from Boston where she was employed as a developer for the Compre-

Wesleyan's
Student Literacy
Program was
chosen as one of
twenty model
programs to be
studied.

*Hilary Kight (left)
and Helen Hollis
were awarded the
college's two
teaching awards
this spring*



hensive Offender Employment Resources System. She also worked in Boston as the director of placement for Fisher College and in the field of human resources.

As part of her plan for the upcoming year, Bartholdi will offer workshops on such topics as job search, interviewing, and telephoning skills as well as opportunities for students to talk with her one on one.

In addition to her role in career development, Bartholdi will serve as the international student advisor. She will work with the international students to help them gain a better understanding of and adjust to American culture. Bartholdi also hopes to encourage the rest of the students to learn about these other cultures from the international students and foster a campus-wide appreciation for diversity.

Polly McMahon, a talented Macon psychologist, is directing the counseling program. She will be counseling students as well as referring students to a network of other counselors in Macon.

Gene Bates, senior minister at Andrew Chapel United Methodist Church in Houston County, has taken over the position of Chaplain. Bates, who has a philoso-

phy of service, spirituality, and social awareness, is providing pastoral care ministry and counseling for the campus as well as serving as an advisor to the Council on Religious Concerns.

As the new chaplain, Bates has already begun to make plans for campus activities. He has scheduled chapel prayer time for the second, third, and fourth Thursdays of each month along with an open communion service from 5:15 p.m. to 5:45 p.m. on the first Thursday of each month. One of Bates' goals for the campus is to create a place that could serve as "a place of meditation, a quiet place."

As one who has participated in missions all over the world, Bates also hopes to increase social awareness among the students through service projects. "That is what spirituality is all about - service. It is an outward expression of an inward faith." Within his own community of Warner Robins, Bates has been involved in developing a soup kitchen and working with the area Habitat for Humanity chapter.

ANNUAL TEACHING AWARDS PRESENTED

At Honors Day last spring, the college's two teaching awards were presented to

outstanding members of the faculty. Associate Professor of Mathematics Hilary Kight was named recipient of the Ann Munck Award for Excellence in Teaching, the highest accolade that Wesleyan bestows on a faculty member in recognition of superior teaching.

Dean Carole Brown told the story of interviewing Kight for a position at Wesleyan. "We knew her abilities; the recommendations were extremely positive; the teaching and interview were wonderful. It was Hilary who asked, 'Do you think I'm good enough? This is such a fine school.'" Brown added, "With that humility, she entered the classroom and demonstrated that 'good enough' barely begins to describe it."

Kight keeps a fast pace at Wesleyan. She teaches extra courses, prepares students for graduate record exams, she recently completed her Ph.D. and received tenure.

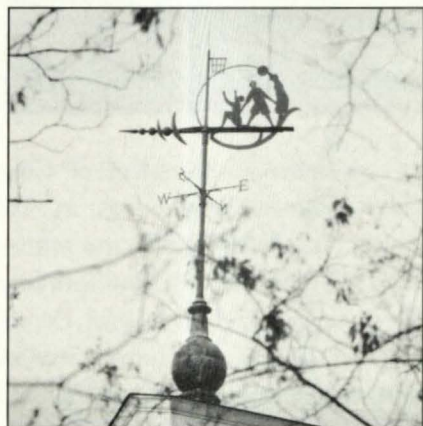
The Ann Munck Award was founded by Munck's past students and friends in 1988 to honor the professor emeritus of English at Wesleyan who taught at the college for over forty years.

Helen Hollis, assistant professor of psychology, was presented the Vulcan Materials Company Teaching Excellence Award. The award of \$1,000 is sponsored by The Vulcan Materials Company of Atlanta at the nine member institutions of the Georgia Foundation for Independent Colleges.

One colleague of Hollis' wrote that "this professor's teaching in the past year has received perhaps the highest evaluations and the most enthusiastic reception given by the students of Wesleyan College in the evaluation of their professors. It would be very hard to find a more effective teacher at Wesleyan. Dean Brown said

that Hollis "coupled dedication in the classroom to a high degree of scholarship and professionalism."

PORTER FOUNDATION FUNDS RENOVATIONS TO ENABLE COLLEGE TO MEET NCAA STANDARDS



Wesleyan's application for NCAA status in athletics has brought to the fore several necessary changes in the Porter Gymnasium. With funding from the Porter Foundation, new backboards were recently purchased for the basketball program to enable the college to meet NCAA standards.

STUDENTS ESTABLISH EQUESTRIAN SCHOLARSHIP

Three students have established a scholarship for a first-year student who is participating in the equestrian program. Diana Crownover, Jennifer McDonell, and April Weatherford, all seniors, got together this fall and decided to fund a scholarship; they agreed to donate a total of \$500 each year to the college, and the college agreed to match that amount. The \$1,000 annual scholarship will be named The McCrownFord Equestrian Scholarship. The three donors will be involved in

the selection process, reading the essays submitted by students in competition for the scholarship.

SIMMONS MAKES GIFT TO BRADLEY HOUSE

Betty Sweet Simmons, a long-time friend of Wesleyan College, has made a gift to the college of antique glass globes. The beautifully etched glass globes are to be displayed at Bradley House, the home of President and Mrs. Robert Ackerman. "Betty Sweet Simmons has been such a good friend to Wesleyan and to the Ackermans," says President Ackerman. "We appreciate this thoughtful and generous gift."

FROM FRANKENSTEIN TO FAIRY TALES

This year's first-year students are taking a brand new course, the First-Year Seminar. A three semester hour course, the FYS ranges in subject matter from Frankenstein to fairy tales and from "Silence of the Lambs" to the protest music of Bob Dylan.

Designed to introduce students to the "world of liberal learning," the seminar features several characteristics that make it a new experience for Wesleyan students. First, the professor for each seminar will serve as academic advisor for the participants (with one exception). Second, students will have somewhat of a common experience while exploring an extremely diverse range of subject matter.

Each course will provide students with opportunities to read analytically, to think critically, and to explore the uses of their new Macintosh computers as vehicles for communication.

With titles ranging from "Lies,

Damned Lies" to "Road Rockets and the American Dream" and "Unnatural Disasters," each seminar promises to provide a strong foundation for an academic career at Wesleyan.

FORMER AMBASSADOR DISCUSSES NEW WORLD ORDER



During the presidential campaign, the term "New World Order" became a buzz phrase. When examining this complicated and confusing issue, few are as well-versed as former Ambassador to Bangladesh and professional foreign services officer Jane Abell Coon. As part of The Woodrow Wilson Visiting Fellows program, Coon spent a week on the Wesleyan College campus sharing her views and experience. Coon presented an open convocation on "Nationalism and the New World Order," led discussion groups in residence halls, and spoke to various classes.

From 1981-84, Jane Abell Coon served as American Ambassador to Bangladesh - the first woman ambassador appointed to a major Muslim country. A career Foreign Services Officer, Coon has specialized in South Asia with earlier assign-

ments in Pakistan, India, and Nepal. During her three years in Bangladesh, a desperately poor and over-populated country, she dealt primarily with developmental issues, including food, agriculture, and population.

Now retired from the Foreign Service, Ambassador Coon continues to focus on areas of rapid and fundamental change – political, economic, and social.

The Wilson program brings leaders in their fields to the campuses of small liberal arts colleges for a week of classes, informal discussions with students and faculty, and career counseling. By sharing their experiences, the Fellows help students to understand the relationship between academic knowledge and its practical application. By their example, they demonstrate the qualities necessary to become leaders in their professions and

During the Entrepreneurship Seminar, Lou Beller shares with students how a Wesleyan education has contributed to her career.



in service to society.

Visiting Fellows, who include cabinet level officers, corporate executives, newspaper editors, and other professionals, are recruited for their ability to listen as well as to articulate ideas. They are matched with liberal arts colleges like Wesleyan chosen for their commitment to the goals of the program. Together, they attempt to equip students for the social, political, and economic environment they will be entering.

The Woodrow Wilson National Fellowship Foundation has developed and conducted programs in higher education since 1945. Wesleyan joins the ranks of nearly 200 other colleges that have participated in the Visiting Fellows program since 1973.

ENTREPRENEURSHIP SEMINAR BRINGS ALUMNAE TO CAMPUS

The fourth annual Entrepreneurship Seminar on November 8-10 brought back to campus seven successful alumnae to share their business expertise with students and with women in the local Macon business community.

This year's speakers included Mary Ann Fortuna '72, international financial liaison for BellSouth and the founder of a firm for women CPAs; Lynda Brinks, for-

mer executive vice-president of Computer Business Applications in Los Angeles; Lou Beller '64, principal partner, Alon Miller Associates in New York City; Helen Morgan '67, Branch Chief, Department of Health and Human Services, Washington, D.C.; Ruth Knox '75, attorney and partner, Macon and Knox in Atlanta; Dana Grinstead '85, former project manager for McClendon Automation, Corps of Engineers and now a partner in her own business in Huntsville; and Alexis Bighley '67, founder of Gift Creations Concepts in New Brighton, MN.

During the three days they were on campus, these women spoke in classes, met with large and small groups of students, helped students hone their interview skills, and shared with students how a liberal arts education at Wesleyan has helped them in the business world.

On November 10, Fortuna spoke at a businesswomen's breakfast held at the City Club of Macon. Approximately eighty local business women attended the breakfast that was sponsored by the Turner Center and the Greater Macon Women Business Owners. A lively panel discussion featuring Bighley, Brinks, Beller, and Fortuna followed Fortuna's speech. □

TRADITION & VISION The Alumnae Campaign

Campaign Goal \$6,150,000

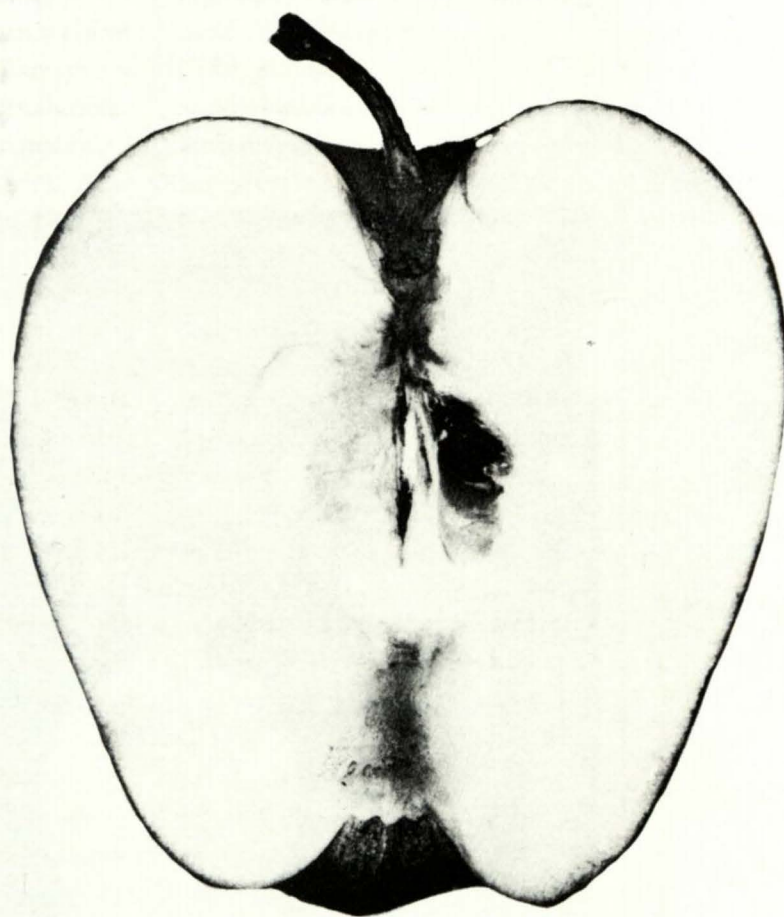
Campaign gifts and pledges
as of 11/1/92 \$5,309,505

Amount Needed to
Complete
Campaign \$840,495

Please Remember
Wesleyan in your
year-end giving!



VIEW FROM THE

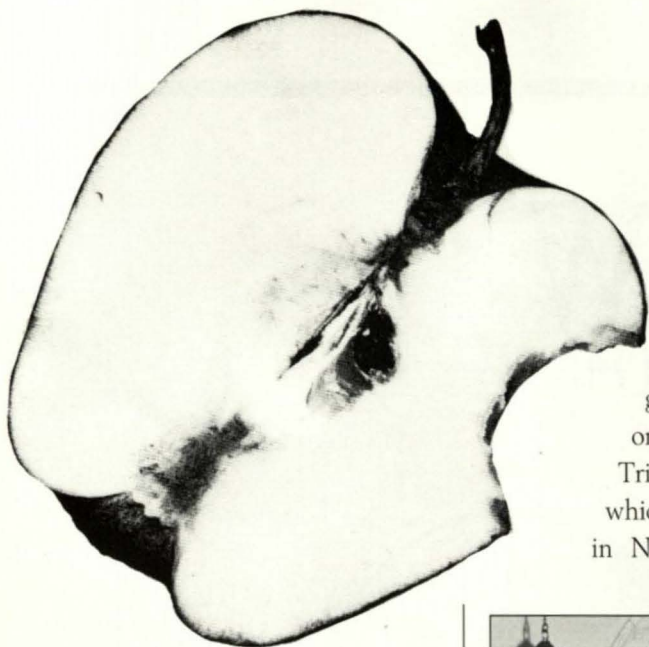


BIG APPLE

by Faye Goolrick

When Richelle McClain was hard at work earning her degree in piano performance at Wesleyan College in the mid 1970s, she could hardly have envisioned her life today: a high-profile job with a big-city newspaper in the biggest of all U.S. cities.

Along with a growing number of other Wesleyan graduates, McClain now spends her days in the vast megalopolis known worldwide as The Big Apple, the home of Lady Liberty, the place where America begins: New York City, New York. A New York-area resident for the past five years, McClain is manager of marketing research for The New York Times



Once a year, four members of the Wesleyan College Class of 1975 – Richelle McClain among them – get together at a luncheon organized by the Wesleyan Tri-State Alumnae Club, which serves alumnae living in New York, Connecticut,

concerns facing educated, involved women in the 1990s. Yet as they sit around the table talking and reminiscing, the four friends – Richelle McClain, Yoko Kawarabayashi Hatta, Susie Black LaPosta, and Hawthorne Dominican Sister Mary Joseph (formerly Ruth Powers) – are remarkable not only for their similarities, but for their differences.

In short, though they like each other, they are not alike.

Sounding almost like a typical New Yorker, Sister Mary Joseph confirms that living and working in a nursing home/convent on the lower East Side of New York is by turns difficult, frustrating, immensely interesting and personally satisfying.



They live in the New York City area – but from the lower East Side to New Haven, Connecticut – is a mammoth reach. They work in marketing, international business, health care, and religious service; they are married and single, with and without children, cosmopolitan international travelers and yes, at least in Sister Mary Joseph's case, somewhat cloistered from modern American life. In college, they majored in music, American studies, history and pre-med, psychology and sociology. They came to Wesleyan, and to New York, from Kan-

sas, Connecticut, Georgia, and Japan. Like longtime college friends everywhere, the four friends find alumnae gatherings an ideal place to catch up on college-related news, share work and family stories, and discuss in both general and personal terms the latest

and New Jersey. Like longtime college friends everywhere, the four friends find alumnae gatherings an ideal place to catch up on college-related news, share work and family stories, and discuss in both general and personal terms the latest

To be sure, it would be misrepresentative to speak of these four 1975 classmates, either as students or career women, as "typical" of the Wesleyan student body. (Few Wesleyan grads are nuns

or Sisters; fewer still are CPAs who speak Japanese.) At the same time, however, each of these alumnae typifies, in her own unique way, the special gifts of a liberal arts education acquired in a small, close-knit school such as Wesleyan.

As the following profiles demonstrate, four young women from Wesleyan College certainly *can* find success – however it is defined – in New York City. With alumnae such as these representing the college in the nation's largest, most influential urban area, Wesleyan's reputation seems well-served.

SISTER MARY JOSEPH (RUTH POWERS)

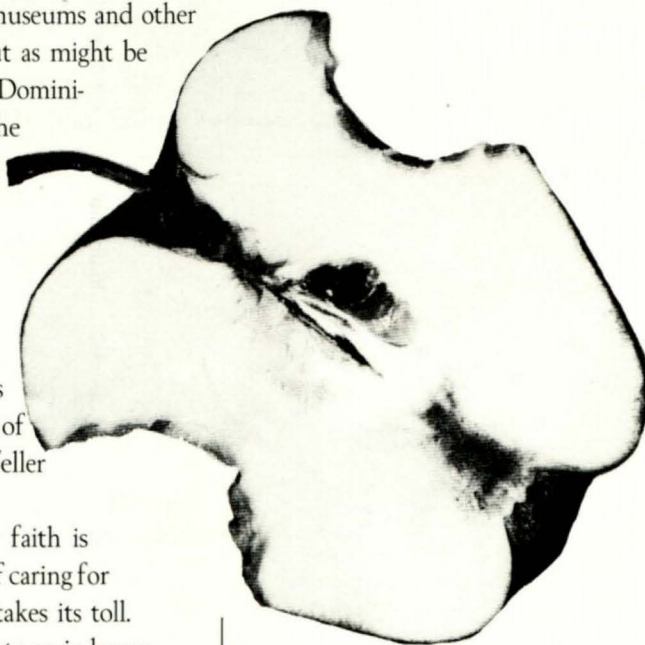
For the past two years, Sister Mary Joseph, known during her Wesleyan days as Ruth Powers, has served as administrator of St. Rose's Home, a sixty-bed nursing home for terminal cancer patients in New York City. St. Rose's, a Catholic charitable institution serving the poorest of the poor, accepts neither patient nor government payments; its funds come entirely from donations to the Hawthorne Dominican Order, which owns and operates St. Rose's and six other nursing homes across the country. (The Hawthorne Dominican Order was founded by Rose Hawthorne, daughter of the novelist Nathaniel Hawthorne, in 1896.)

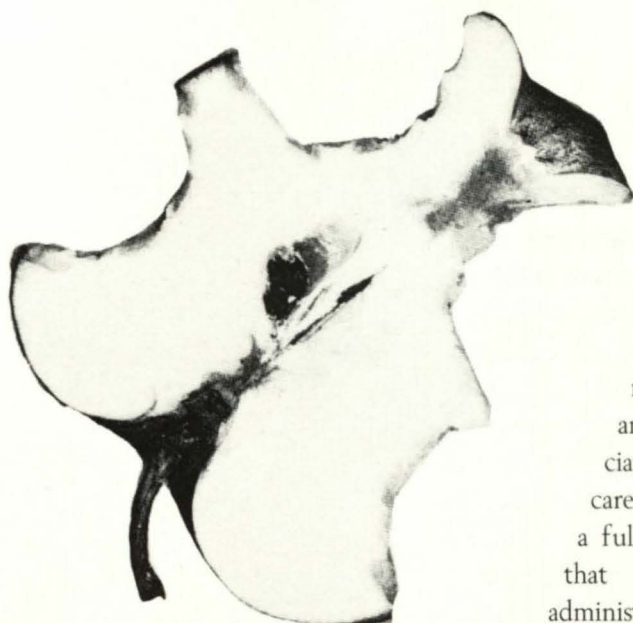
For Sister Mary Joseph, who grew up in Warner Robins, Georgia, the decision to relocate to New York City was secondary and, to a large degree, out of her hands. More crucial was her 1978 decision, after a year of volunteer work at another Dominican Home, Our Lady of Perpetual Help in Atlanta, to enter the convent and become a nun. Having

attended the Medical College of Georgia for a year after graduating from Wesleyan, she worked two more years at Middle Georgia Hospital in Macon before deciding to follow her religious calling and pursue a health care career within the Church. Upon entering the Order, she became a novitiate in the Order's home base in Hawthorne, New York, before being assigned to a nursing home, first in Massachusetts and then in New York.

Sounding almost like a typical New Yorker, Sister Mary Joseph confirms that living and working in a nursing home/convent on the lower East Side of New York is by turns difficult, frustrating, immensely interesting and personally satisfying. She enthuses over the city's infinite variety, especially in her own neighborhood – "We're near Chinatown, and the people here are very interesting, very culturally diverse" – but there's also the traffic, the urban clutter, the sheer noise of living in a crowded big-city environment. She likes the museums and other cultural offerings, but as might be expected, she and her Dominican sisters pass up the pricey Broadway shows and fancy restaurants for less trendy, less expensive pleasures. For example, she points out, "There are lots of free things at Rockefeller Center."

And although her faith is an anchor, the work of caring for the dying definitely takes its toll. With sixty-plus patients, an in-house pharmacy, three on-call physicians,





twelve sisters and forty-five additional staff, plus the full complement of governmental regulations, paperwork, and waiting lists associated with U.S. health care these days, St. Rose's is a full-scale medical facility that demands full-time administrative supervision. In

RICHELLE MCCLAIN

From her vantage point as manager of marketing research at *The New York Times*, Richelle McClain has her finger on the pulse of the New York reading public far ahead of most people. For example, her department is conducting research to look at the impact color will have on advertisers and readers when it is launched in the travel section, the Book Review, and feature sections of the revered "Old Gray Lady," the flagship newspaper of the nation.

"We're constantly doing customer research and strategic studies to determine how consumers view the paper," she says. "For example, we may examine how happy subscribers are with their service, or we may look at how readers view how the sections have been redesigned."

As a high school student in Bellevue, Nebraska, McClain discovered Wesleyan through an enthusiastic alumna, Medra Lott Wallace '58, who attended the McClains' church. After graduating with a music degree in 1975, McClain returned to the Midwest to attend graduate school — in music — at the University of Kansas. Soon, however, she made a career change, switching from music to business and earning her M.B.A. in marketing. "I always enjoyed music," she says, "but I wanted to be able to pay my rent!"

Armed with her business degree, she

Richelle McClain's first published short story will appear early next year in a Viking Press anthology of contemporary black fiction.



addition, Sister Mary Joseph must supervise life in the convent itself, from household maintenance to religious observances.

All in all, hers is a life of service and dedication, with little thought for the glamorous, glitzy side of the city beyond her sphere. "We go where the need is," she says simply. "I guess the one thing I do miss is living in the South."

moved to Washington, D.C., in 1980 and began working for Market Facts, Inc., a large marketing research firm. Four years later, she became a senior project director with The Wirthlin Group, a leading political and public opinion research company. Then, in 1987, she moved to New York and the *Times*.

As marketing research manager, McClain supervises a staff of three as part of the paper's research and planning group. "I enjoy marketing, and I find that it requires using your creative skills," she says. "The problem for newspapers these days is that younger people, those in the 18 to 35-year old market segment, just aren't reading anymore" — a finding that looms particularly large over the future of a venerable, traditionally "adult" institution like the *Times*. To counter this trend, McClain's department is constantly evaluating ways to attract and hold younger newspaper readers. "*Times* readers are a curious breed," she says. "They may complain about various aspects of the paper, but in the same breath they tell us not to change."

McClain's other creative pursuits these days have moved from occasional "moonlighting" as a jazz pianist to writing fiction. Her first published short story will appear early next year in a Viking Press anthology of contemporary black fiction.

YOKO KAWARABAYASHI HATTA

Yoko Kawarabayashi Hatta, a native of Nagoya, Japan, met her American classmates while attending Wesleyan as an exchange student in 1974-1975. Today, after living in several U.S. cities and in Osaka, Japan, Hatta lives in Connecticut and works in Manhattan as a certified public accountant in international tax for KPMG Peat



Over the past few years, Yoko Hatta, her husband, and their two sons have combined a rather extraordinary "commuter lifestyle," dividing their time between Japan and New York City.

Marwick, the accounting firm.

A graduate of Tokyo's International Christian University as well as Wesleyan, Hatta earned her CPA license after marrying a fellow ICU student, Tatsuo Hatta, now a professor of economics at Osaka University. Over the past few years, the Hatta family — Yoko, Tatsuo, and sons Allan (age fourteen)



and Tom (age twelve) – have successfully combined a rather extraordinary “com-muter lifestyle,” dividing their time between Japan and New York City. For example, while Yoko has worked as a tax adviser on transfer pricing and related issues for Peat Marwick’s Japanese clients and corporations doing business in the United States, Tatsuo has taught and consulted on international economic matters at Osaka University, Harvard, Yale, Columbia, and the World Bank.

“My sons were born in America, and like so many Japanese people here, at first they considered themselves American,” she says. “Then they were in Japan for three years, until we moved to Connecticut in 1988. Now they seem to get together with their Japanese friends here more than with their American friends. But I think the word ‘cosmopolitan’ might be the best description for them at the moment.”

In the midst of a busy family life and career, Yoko Hatta looks forward to the once-a-year alumnae dinner with her Wesleyan College classmates. She credits Wesleyan Trustee Gayle Findlay ’55, one of the organizers of the Tri-State Alumnae Club, with encouraging her to renew college ties – and clearly, Hatta’s experiences and friendships at Wesleyan have had lasting influence. “Wesleyan did not directly influence my specific career choice to become a CPA,” she says today. “But culturally, my time at Wesleyan – living in the dorm, practicing my English – really helped me to grow personally and be aware of different cultures.” As one of only four or six foreign students at the time, Hatta found the college atmosphere “very friendly, very warm” and exceptionally considerate of her special circum-

stances. “I still remember the dean coming to pick me up at the airport,” she says – and the president practiced for days so he could pronounce my name at graduation!

SUSIE BLACK LAPOSTA

Growing up in Norwalk, Connecticut, as a first-generation “Yan-kee” with strong Atlanta ties, Susie Black LaPosta decided to depart with family tradition. Instead of enrolling at Agnes Scott in Atlanta (her mother’s and grandmother’s alma mater), she chose Wesleyan. Majoring in psychology and sociology, she completed her Wesleyan degree in three years.

After college, LaPosta left the South and returned to Connecticut, where she earned a masters in counseling education at the University of Bridgeport and set her sights on a counseling career at the college level. Within months, however, a different sort of opportunity knocked: college administration. From a counseling post at the University of Maine, she switched to residence life and, for the next decade, saw her career advance in a series of posts at institutions ranging from Wisconsin’s small Wilmington College to Rensselaer Polytechnic Institute in Troy, New York, where she was assistant dean of students.

At Rensselaer, LaPosta’s interests turned to fund-raising and institutional development, a shift reflected in her current career. For the past five years, she has been vice-president of development for The Institute for Living, a 175-year-old psychiatric hospital near New Haven Connecticut.

In many ways, The Institute is very similar to a college campus,” she says. “And many of its activities are similar –

research projects, workshops and seminars, and about 400 practicing psychiatrists whom we consider our 'alumni,' because they spent part of their medical school residencies here."

LaPosta's duties include not only identifying and soliciting major gifts for the Institute, but working with its 'alumni,' and a prominent board of trustees (such as Citibank CEO John Reed) as well. The Institute treats a wide range of psychiatric cases, from needy inner-city children to teenagers with eating disorders or elderly patients with incurable Alzheimer's disease. Though demanding, her work is satisfying: "It's very worthwhile when you can bring in large sums for worthy causes."

At home, LaPosta and her husband, Jim, an architect, balance dual careers with caring for daughter Diane, age four – and Diane's much anticipated younger sibling, due this spring. As for her Wesleyan connection, LaPosta views the college's national and regional outreach efforts with an informed, experienced – and approving – eye.

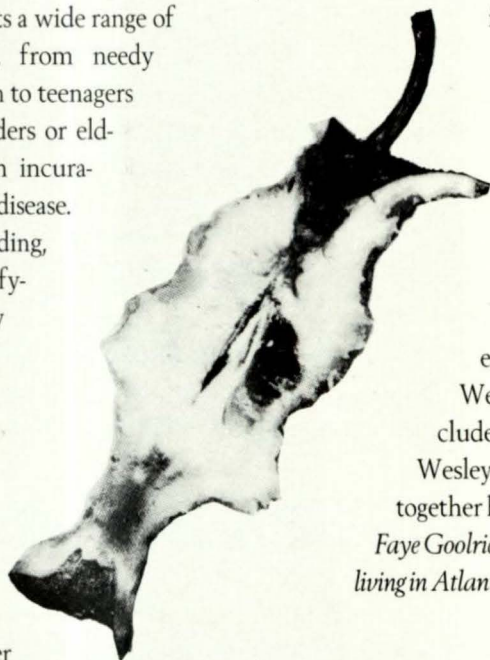
"Having worked in higher education, I'm very familiar with well-established alumni clubs for different colleges in cities across the country," she says. "Until recently, Wesleyan has been lacking in this, even though there definitely are

pockets of alumnae in different regions. We needed some vehicle for pulling alumnae together, for making us think about Wesleyan sometimes. Making recent contact, meeting people currently associated with the college, and staging get-togethers like our alumnae luncheon can make a big difference, not just in terms of recruiting and fundraising for the school, but in terms of personal

connections among alumnae.

"A lot of my success in working with individuals is due to the experience I got at Wesleyan," LaPosta concludes. "It's nice to see Wesleyan alumnae getting together here." □

Faye Goolrick is a free-lance writer living in Atlanta, Georgia.



When Lynda Brinks sold her multi-million dollar computer business, what was it really like?

What happened in between breakfast and the board room? Just ask Wesleyan student Sharon Broussoud, who spent that week "shadowing" Brinks behind the scenes of a major corporate transaction. Broussoud is one of several Wesleyan students who have discovered what life is really like for successful Wesleyan alumnae in business.



... Only Her



When Sharon Bressoud got off the plane in Los Angeles International Airport, she didn't know quite what to expect. Having competed in an essay contest as part of the second annual Entrepreneurship Seminar in the spring of 1990, she had won the opportunity to "shadow" Lynda Brinks '63 for a week, observing her in action in the computer business Brinks and her husband owned.

She had received a ticket in the mail from Brinks. "I didn't even communicate with her," says Brinks. "I'm terrible at that kind of thing. She just kind of showed up. I mailed her a ticket, and she just got on the plane."

Shadow Knows

by Nancy M. Spitler

"This adds a hands-on element you couldn't get in the classroom. It gave Ruth an idea of all the things you need to deal with... there's something new and challenging every day."

—Betty Nunn Mori '58



resourceful, and I do have a return ticket.' But there she was in her Wesleyan sweatshirt."

The whole idea of students "shadowing" alumnae was the brainchild of Alexis Xides Bighley '67, the sponsor of the annual Entrepreneurship Seminar held by the Turner Center for Business at Wesleyan. "We have this wealth of truly talented alumnae throughout the United States," says Bighley. "I would like for them to share their experiences on a day-to-day basis with our students, to allow the students to shadow them, and to give them insights into current Wesleyan students and what they're like."

Bighley was matched up with Crystal Russell '92, who spent a week at Gift Creations Concepts with her in Minnesota. "She spent a day in every division of the company, stayed at our home, and we

Bressoud is not one to be put off by a lack of information. "I didn't know if she was going to pick me up from the airport, or if someone would be there with a sign. It was during the war, when people couldn't go to the gates, so I was just trotting through the L.A. airport. I thought, 'I'll find someone some-

time; if not, I'm

had the opportunity to talk during breakfast and in down times. I arranged for her to have lunch and dinner each day with other people from the company."

As Bighley envisioned the program, the alumnae mentors are matched up with students based on their interests and schedules. The mentors are responsible for the airfare and the accommodations for students. Most of the time, students stay with the alumna and her family. Bighley is quick to point out that there is a social commitment as well as a professional commitment. "That's why I arranged for Crystal to spend time with other people in the company." She also says that if alumnae have the time and housing accommodations, there is a possibility for assistance with the student's airfare.

Bressoud and Brinks' time together in Los Angeles wasn't any more predictable than their initial meeting in the airport, but according to Bressoud, she had the time of her life.

"My original intention was to bring a student out to see how a small business worked," says Brinks. "We were small enough that she would have the opportunity really to see each person doing his or her job and be able to talk with them and get a feel for it. That was the goal."

"As it turned out, the week this was planned was the time our company assets were sold. Sharon showed up the week of the takeover. Instead of going out on interviews, she ended up with a ringside seat—seeing all of the politics, all the new guys coming in, all the impact that had on us, what kind of machinations all of a sudden that were totally

different."

Bressoud not only got the opportunity to watch; she became one of the supporting players, pitching in to help when she was needed. And according to Brinks, she was indispensable. "She did a great job of things. We didn't know we would need her in that role at the time. She was supposed to be here for a week, we asked her to stay for two."

Brinks was initially distressed that Bressoud's visit would not be what she expected it to be, with everything in turmoil during the takeover. But Bressoud says that distress was unnecessary. "I had the best time, and I learned so much. I did meet all the employees at one time or the other. I really learned a lot of valuable lessons about how to interact with people and what not to say and when to hold your tongue. I learned you have to carefully screen everything you say when you're in business." Brinks agrees: "We were negotiating, and you need every card you can play."

Bressoud didn't know what to expect in Los Angeles, but she adapted to the situation, one of the lessons Brinks most wanted to pass on to this student. "That's one of the things that I think is the value of Wesleyan... you learn to learn."

And Bressoud has shifted her thinking about her future as a result of the two weeks with Brinks. A business major with a lot of electives in biology, she is looking to combine the two fields in her career. "When I went there, I had my mind set, 'I want to be a hospital administrator.' Now I'm more willing to look at other options, depending upon what happens."

Brinks, who says that she got into the computer business "by accident," is pleased. "That was one of the things I've

learned that I tried to share with Sharon. Whatever shows up, don't say, 'Why is this here?' Instead say, 'I'll see what I can do with this.'

"I learned more about a suitcase than I ever thought I could." So wrote Ruth Powell, a senior, in her paper about her week spent with Betty

Nunn Mori '58, vice-president of Mori Luggage and Gifts in Atlanta.

"My goal was to let her see as many different facets as possible of running a small retail chain of stores, the myriad number of things that have to be dealt with," says Mori. Powell followed Mori through a gift show at the Atlanta Gift Mart, choosing merchandise for the store, sat in on a manager's meeting and a merchandising meeting, observed in the retail end in several stores, and stayed with Mori and her family in the evenings.

The experience gave Powell a whole new perspective on her classroom learning. "It made the stuff in the classroom seem more real. I had just gotten out of a marketing class and a management class so a lot of it was really fresh and neat to see in action."

Mori agrees. "I think this adds a hands-on element you couldn't get in the classroom. In a business the size of



"It connects students with successful people, and it lets you see yourself as a successful person. It's an opportunity I don't think we would get many other places."

—Ruth Powell '93

"We have this wealth of truly talented alumnae throughout the United States. I would like for them to share their experiences on a day-to-day basis with our students."

Alexis Bighley '67



ours, medium-sized with twenty-one stores, it gave Ruth an idea of all the things you need to deal with. It's not a compartmentalized situation, but there's something new and challenging every day."

Powell not only gained insight into

business; she also learned more about herself, particularly during the two days at the Gift Mart. "Even being there that short time, I learned to pick through what type of thing was right for Mori." And it opened her eyes to several career paths she hadn't considered before — both the buying and the selling ends of the retail business.

Mori says it was an educational experience for her as well. "She (Powell) had an extremely good preparation in business at Wesleyan, and a good head on her shoulders. She was very perceptive, and I learned some things from her perspective as a college student."

Another advantage of this alumna-student connection is opening students up to the possibilities of their own success. "It connects students with successful people, and it lets you see yourself as a successful person," says Powell. "It's an opportunity I don't think we would get many other places."

This "shadowing" project, or the Alumnae Mentoring Project as it is now being called, is just getting off the ground. But this year's entrepreneurship seminar fueled the interest of several alumnae; this summer Mary Ann Fortuna '72, International Financial Liaison for Bell South, will sponsor a student, as will Dana Grinstead '85, who has just begun her own business in Huntsville, Alabama; Dana Flanders Grinstead '86, a CPA in Raleigh, NC; Lou Beller '64, principal partner, Alon Miller Associates in New York City, and Bighley.

Bighley sees involvement in this program as being one of the most important experiences a student will have. "Unequivocally, of all the things they do in four years, this, more than anything else, will give students insight into the day-to-day activities and the different cultures of business, as well as the necessary analytical skills and personalities of people in different types of businesses."

The Alumnae Mentoring Project (AMP) is being coordinated by the Lizette Bartholdi, director of career counseling and placement, and Cathy Snow, assistant director of alumnae affairs. Alumnae interested in participating should contact Cathy Snow at 912/477-1110, ext. 185. □

Barbie puts foot in mouth

THE WALL STREET JOURNAL.

MARKETING

BY LAURIE M. GROSSMAN

Educators Give Barbie A Good Dressing-Down

BARBIE IS a troublemaker. The latest incarnation of the popular doll is posing a bit of a marketing problem for maker Mattel. Specifically, the Teen Talk Barbie Doll quips (among other remarks) that "Math class is tough." That has angered some women educators, who say they are already fighting to sustain schoolgirls' interest in math and science.

"If Barbie gives the message that math is tough, Barbie could be setting off girls to math and science, that's a mistake," says Anne Bryson, executive director of the American Association of University Women, a research group that issued a report this year titled, "How Schools Should Change Girls." The report found that although girls and boys both do well in math prior to sixth grade, boys are more likely to score better and take higher-level courses after that time.

Judy Blitch, chairwoman of the education department at Wesleyan College in Macon, Ga., says she is worried that Mattel's Barbie dolls are conveying a message that math is tough.

Barbie's services for public service on Friday, Sept. 25, 1992. News • News • Wednesday, September 30, 1992

Professors say Barbie doll harming girls

MACON — Professors at Wesleyan College are worried that the "Barbie Teen Talk" doll could undermine a girl's confidence in her ability to succeed in math. The doll, whose vocabulary includes the phrase "Math class is tough," reinforces the stereotype that math is a male domain.

The American Association of University Women (AAUW), which conducted a study that found girls are discouraged from taking math and science courses.

B — Nation/world

The Macon Telegraph — Sunday, Oct. 18, 1992

Going behind the scenes of Barbiegate: one small doll, a careless comment, and some very big issues.

by Matt Montgomery

Barbie's math problem

about tough class sends wrong message, teachers say

A KOH Staff Writer has an opinion about some women don't like

in math achievement are small and declining, girls in high school are less likely than boys to take advanced math classes and to score high.

"It sends a message to girls that if it's OK for Barbie to say that, I guess that's the way it is," said Judy Blitch, chairwoman of the education department at the all-women's Wesleyan College in Georgia. Blitch complained to Mattel after hearing the pro-

out four sentences; among them "Wanna go shopping?" and "Wanna have a pizza party?" Other sayings, a Mattel spokeswoman notes, include "Let's study for the quiz," and "Can you use the computer?"

Tough for anybody

Evelyn Burkhalter, owner of the Barbie Hall of Fame in Palo Alto, agrees with the \$24.99 doll



lacon Telegraph
iday
3, 1992
18

Local/state digest

Wesleyan professors this Barbie sets bad example

Professors at Wesleyan College are worried that Mattel's "Barbie Teen Talk" doll could undermine a girl's confidence in her ability to succeed in math. The doll, whose vocabulary includes the phrase "Math class is tough," reinforces additional stereotypes about women's not being able to perform well in math, the professors said Friday. "I'm disappointed Mattel would

*What most people
don't know is that
the brouhaha
affectionately tagged
"Barbiegate" all started
at Wesleyan College.*



It wasn't like the S&L debacle or Iraqgate, but the stink over what the Mattel Toy Company had Barbie Doll say to young girls attracted just as much high-profile attention. But what most people don't know is that the brouhaha affectionately tagged "Barbiegate" all started at Wesleyan College. It was a whirlwind media circus of name-calling, mudslinging, and Barbie-bashing.

It started innocently enough. When Associate Dean Priscilla Danheiser's daughter Martha received a new Teen Talk Barbie to reward her for a school honor, her mother was horrified to hear what came out of Barbie's mouth. The doll said, "Math class is tough." Danheiser is the director of a math and science summer camp for girls and felt compelled to draw attention to Barbie's careless com-

ment. She along with Judy Blitch, chair of the education department, and some Wesleyan students called the Mattel complaint line to lodge their grievances. Mattel responded with a form letter.

The Wesleyan Public Relations office released a one-page advisory to the media with comments from Danheiser, Blitch, and Assistant to the President Carolyn Mitchell who is the vice-president of the Georgia chapter of the American Association of University Women.

"I'm disappointed that Mattel would market such a product," said Blitch. "I am disappointed that they didn't understand how this undermines girls' confidence, especially considering the publicity of the recent AAUW study on how schools shortchange girls, particularly in the areas of science and math." Mitchell joined Blitch and Danheiser in their protest. She said, "The AAUW study showed that this type of message truly is harmful." She also joined a letter-writing campaign to Mattel which was sponsored by AAUW.

The AAUW study, "How Schools Shortchange Girls," was published in February by the AAUW Educational Foundation.

The report was a comprehensive synthesis of all the research on girls in schools. It found pervasive gender bias in K-12 education. The group contends that girls get less attention in school, face biased tests and textbooks, and are discouraged from math and science courses that would make them competitive.

Blitch stressed that she had expected more from Mattel. "I wish they would contribute to encouraging children to

continued on page 24

working to overcome math class' bad rap

J U D Y B L I T C H

"Math has always been the least-liked subject for students," declared Judy Blitch, chair of the education department at Wesleyan. "And math educators have always strived to make math more appealing," she explained.

Long before she bashed Barbie for saying "math class is tough," Blitch had been concerned about improving attitudes among school children about math and science. As an assistant principal at a school in Oklahoma in 1985, she recalled doing an astronomy program for sixth graders and noticing that no girls attended the session. She later conducted a program where she asked teachers to identify girls who were doing well in math from fourth, fifth, and sixth grades. She noticed that out of that group the majority of the girls were from the fourth grade. This made an important impression on her. She began to explore what happens to girls and boys as they get older. She began to ask why children lose interest in math class. And she began to work to overcome that.

Blitch's dissertation topic was "The Development of an Instrument to Measure Mathematics Attitude of Elementary Children." She concluded in her research that as students got older they (boys and girls) began to lose interest in math. She was also aware of other studies which showed a marked difference in attitudes according to gender after middle school. Girls lost interest in math and science more often than boys.

Blitch stressed that there were several distressing points around this issue. "It is tied to careers – that's what makes it critical," she noted. When naming some of the ways to improve attitudes of math class, she pointed out that fathers are a primary influence over children's attitudes about academics.

At Wesleyan, Blitch originally started a summer program for girls to study math. She stressed that the one-day workshop was poorly attended until it was expanded to a two week camp. Now Blitch is one of the coordinators of Wesleyan's summer camp in math and science for middle school girls called "Spectacles." The

goal of the camp is to encourage girls to maintain their interest in math and science and to eventually pursue careers in the sciences. The camp continues to grow each summer and many applicants are turned away because of the need for small class experiences. About a hundred girls have attended the Spectacles camp and Blitch is satisfied that the camp is successful.

In retrospect of her criticism of Barbie, she says "I'm not sure we made a difference in girls' attitudes, but it was the principle of the thing." □



Long before she bashed Barbie for saying "Math class is tough," Blitch had been concerned about improving attitudes among school children toward math and science.

continued from page 22

achieve their potential, rather than reinforcing this kind of stereotype," she said.

In response to the advisory, stories began appearing in publications like *the Atlanta Journal/Constitution*, *the Associated Press*, *The Wall Street Journal*, *the Palm Beach Post*, and *the San Jose Mercury News*. Headlines ranged from "Educators Give Barbie A Good Dressing-Down," to "Bimbo' Barbie puts foot in mouth." And people started talking about Barbie and what she was saying – people like radio commentator Rush Limbaugh, and Good Morning America hosts Katie Couric and Bryant Gumbel.

Many of these people added their own commentary to the issue of Barbie's comment. Limbaugh ridiculed Blitch's comments as he mocked her quotes on his nationally syndicated radio show. Nancy Spitler, director of public relations at Wesleyan, responded to Limbaugh's sarcasm, saying, "Rush Limbaugh is not known for his sensitivity to women's issues. It is somewhat of a compliment to have him criticize us."

Spitler explained her involvement in Barbiegate saying, "Our job in the public relations office is getting Wesleyan in the news." The Barbie story not only got Wesleyan in the news but some of the story's placements marked an historical occasion for the college. Spitler noted that many of the articles were the first times that Wesleyan had been in such publications as the *Wall Street Journal*.

But Spitler admitted that the issue was not totally motivated by a need for media attention. "This story gave us the opportunity to make some important points to a wide audience – that we are a women's college concerned about women's issues, that we have faculty and administrators

engaged in research, study and work on women's education."

The American Association of University Women launched a national "Recall the Doll Campaign" urging Mattel to recall the talking Barbies and to publicly admit that they were reinforcing negative stereotypes. The campaign and the efforts of many concerned consumers resulted in an important action by Mattel. The company released a statement saying that they would cease production of the dolls that say "math class is tough." They also offered a replacement doll to customers who already had such a doll. Barbie was also offered as a spokesperson for organizations which promoted math education.

In a letter from Jill Barad, president and chief operating officer of Mattel, to AAUW she admitted, "We didn't fully consider the potentially negative implications of this phrase, nor were we aware of the findings of [the] report 'How Schools Shortchange Girls.'" Barad also stressed the positive phrases that Barbie says like "I'm studying to be a doctor," or "We should start a business."

AAUW president Sharon Schuster hailed Mattel's decision, commenting that "America's little girls are the winners today, because sexist stereotypes have no place in Barbie's vocabulary." She noted, "One mother in Macon, Georgia, bought this Barbie and said 'enough,' signifying a new consumer awareness and launching a national protest." □

*"One mother in Macon, Georgia
bought this Barbie and said
'enough,' signifying a new
consumer awareness and
launching a national protest."*

AAUW President Sharon Schuster

CALENDAR OF EVENTS

January 28

The Katharine Paynes Carnes Lecture Series. *Shannon W. Lucid, NASA Astronaut, will speak. 11:15 AM, Porter Auditorium. The Katharine Paynes Carnes Lecture Series was established in 1983 by the Wesleyan Alumnae Association to honor Carnes, who was a librarian at Wesleyan for forty years. The series honors the accomplishments of women and seeks to inspire women to greater achievements.*

February 11-13

Quilters. *This musical, presented by the Wesleyan Theatre Department in collaboration with the Music Department, explores what it was like to be a woman in the Frontier Days. 8 PM, Porter Auditorium*

March 6-7

STUNT. *Featuring a 30-minute original musical production by each class. 8 P.M., Porter Auditorium.*

March 22

Faculty Concert. *Laura Rushing-Raynes, soprano and assistant professor of music, will perform. 8 PM, Porter Auditorium.*

April 22-24

An Evening of One-Act Plays. *Featuring one-act plays directed by three Wesleyan theatre majors. 8 P.M., Porter Auditorium.*

April 23-25

Alumnae Weekend. *Mark your calendar now and plan to return to campus for Alumnae Weekend 1993. Look for your invitation in the mail.*

May 8

Commencement. *Sarah Weddington, attorney who argued the landmark Roe v. Wade case before the Supreme Court, will speak. 10 AM, Porter Auditorium.*

1992 Basketball Schedule

JANUARY 12

University of the South at Sewanee, 5 p.m.

JANUARY 16

Atlanta Christian College at Atlanta Christian College, 1 p.m.

JANUARY 21

Southeastern College, at Wesleyan, 7 p.m.

JANUARY 26

Agnes Scott College at Agnes Scott, 7 p.m.

JANUARY 29

Tennessee Temple at Tennessee Temple, 6 p.m.

FEBRUARY 5

Flagler College at Wesleyan, 7 p.m.

FEBRUARY 6

Spelman College at Spelman, 7 p.m.

FEBRUARY 10

Brewton-Parker College at Wesleyan, 7 p.m.

FEBRUARY 12

Oglethorpe University at Oglethorpe, 7 p.m.

FEBRUARY 17

Brewton-Parker College at Brewton-Parker, 7 p.m.

FEBRUARY 19

Atlanta Christian College at Wesleyan, 7 p.m.

FEBRUARY 20

Toccoa Falls College at Wesleyan, 2 p.m.

FEBRUARY 23

Agnes Scott College at Wesleyan, 7 p.m.
Feb. 27

Bristol College at Wesleyan, 11 a.m.

WESLEYAN COLLEGE
4760 Forsyth Road
Macon, Georgia 31207-4290

Nonprofit
Organization
U.S. POSTAGE
PAID
Macon, Georgia
Permit No. 6